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## A Study on Mobile Phone Buying Behavior Using an Image-based Survey

Muazzam Khan<sup>a\*</sup>, Apoorva Kulkarni<sup>b</sup>, S. Vijayakumar Bharathi<sup>c</sup>

<sup>ab</sup> Assistant Professor, Symbiosis Centre for Information Technology, Symbiosis International University, Pune

<sup>c</sup> Associate Professor, Symbiosis Centre for Information Technology, Symbiosis International University, Pune

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### Abstract

Realizing the significance of customer buying behavior in today's market scenario it is very appropriate to analyze the drivers that trigger the purchasing decision. This research paper identifies and analyses certain critical drivers of mobile phone purchasing decisions and explaining their relevance. Empirical research was conducted in this study through an image-based survey amongst college students in Pune city. In this paper three critical drivers to purchasing decision namely price, brand and brand ambassador were considered. The study adopted text based questions and image based questions to solicit the responses to find whether it had an impact on the responses. The study also ascertained how effectively an image-based survey can be administered to compliment the conventional text-based question survey.

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\* Corresponding author. Tel.: +0-000-000-0000 ; fax: +0-000-000-0000 .

E-mail address: [muazzam@scit.edu](mailto:muazzam@scit.edu)

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## **1. Introduction**

It has been not so recent that the telecommunications industry has been seeing an incremental graph and growth especially in the product domain. Today's market is highly volatile as regards to the dynamicity in the market with respect to brands and prices available in almost all the goods and services. Cell phones have seen capitalizing the market with a huge potential to grow as well as sustain. A lot of surveys are conducted world over to identify and understand customer preferences in cell phone buying. In this study of mobile buying decisions the authors have tried identifying the impacts of an image-based survey vis-à-vis the text based survey.

The price and brand of the products play an important role in the buying decision. A change in the price of a particular brand affects the buying decisions of the consumers. Future expectations about price changes can be another influential factor. The association of a brand ambassador to a product can create an impact on the preferences of the consumer towards purchasing the product. The brand in itself plays a major role in shaping an image about the products in the minds of the consumer. It is typically achieved by persuading them to buy the product or simply informing the consumers about it through different means.

Among the many parameters in a mobile buying decision three main parameters have been considered in this research namely price, brand and brand ambassador. The objective of this paper is to study the impact of the buying decisions based on these three parameters against any other decision drivers. The importance of these three variables has been studied and analyzed based on text based questions and image-based questions.

## **2. Review Of Literature**

Didier Louis (2010) et al through their survey collected from young French consumers studied that the personality traits impact directly on one of the three relational consequences of trust, attachment and commitment to the brand. They proposed a model refining the overall understanding that the researchers and managers possess. Rock (2011) et al in their research findings through an article published mentioning about the potential in the mobile devices to support older adults in the range of 65 and above. An empirical study and analysis conducted by Tosell (2012) et al collected data for a specific age group and discusses about how they adapt the content, interface and physical appearance of their devices. The authors found that the adaptability and usage was wild. Thus a large span with respect to the smart phone personalization has been seen in the past. Chou (2012) et al through a study on customizations of mobile phones concluded in their results that text messages, battery contact, software design and display size need a very high level of customization in manufacturing of mobile phones.

Kim (2012) et al identified the relationship between the usability and the product success in cell phones through existing usability of mobile phones and factors that affect the success of the product. The study results showed that design, customer needs and innovativeness in the cell phones were the most important factors rates by the users.

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